



STARKIST TUNA "DOLPHIN SAFE"

On April 12, Anthony J. F. O'Reilly, president and CEO of the H. J. Heinz Company, owner of StarKist tuna (the largest selling brand in



the country) announced that StarKist would no longer buy or sell tuna caught "on dolphins" and would label its tuna products "Dolphin Safe" (logo lower left).

At a press conference in Washington, D.C., Mr. O'Reilly (above) said that his company will refuse to purchase or sell tuna caught in association with dolphins or caught by means of driftnets, the most destructive

fishing method in existence.

Mr. O'Reilly acknowledged that the policy change was prompted by the consumer boycott of canned tuna. The HSUS and other groups have promoted the consumer boycott for the past several years. (Far left, from

left to right) Ani Moss of the Dolphin Connection, with her husband, Jerry Moss, and The HSUS's Patricia Forkan, join in celebration of the StarKist announcement. Mr. Moss, president of A&M Records, was the first to raise the dolphin issue with Mr. O'Reilly.

Chicken of the Sea brand has also adopted the StarKist "Dolphin Safe" policies.

"60 MINUTES" EXPOSES ZOOS

On January 21, TV's "60 Minutes" aired a scathing segment on the horrors endured by surplus zoo animals. Armed with extensive evidence, information, and footage supplied by The HSUS, "60 Minutes" reporter Meredith Vieira had zoo officials and animal dealers quaking in their boots. The segment painted the very real, very ugly picture of the cruelties perpetrated against "excess" zoo animals, which include being sold through auctions to ranches where they are hunted as game.

Through transactions often hidden from the public, some surplus animals that go to auctions are severely mistreated by commercial dealers. These animals may end up suffering

in circuses, roadside zoos, or as pets. The less lucky will never leave the zoo but will be kept hidden behind the scenes, languishing in often deplorable conditions, while zoo officials look the other way.

The HSUS has been at the forefront of efforts to protect surplus exotic animals. Through our work with "60 Minutes," an outraged public has joined forces with us to battle against the surplus zoo animal disgrace.

In response to criticism generated by the "60 Minutes" report, the American Association of Zoological Parks and Aquariums (AAZPA) established a committee specifically to study surplus-animal issues. A Los Angeles city ordinance was passed that requires the humane treatment of animals being disposed of by zoos. Sev-

eral zoos, including Los Angeles, San Francisco, and Oklahoma City, have announced that they will no longer do business with the commercial dealers highlighted

in the news report. Perhaps most importantly, the general public has taken a renewed interest in the management of their local zoos. The HSUS is continuing to work construc-



"60 Minutes" reporter Meredith Vieira exposed the horrors endured by "excess" zoo animals (still from video footage).

tively with the AAZPA to find solutions to the tragedy of surplus animals. By scrutinizing breeding and disposition programs, we hope to force zoos to be responsible for the well-being of *all* of their animals *every* step of the way. This includes preventing surpluses of animals as well as treating surplus animals humanely. We are working to establish a "paper trail" through the U.S. Department of Agriculture to track transactions involving the disposition of excess zoo animals as well as pursuing legislation that would protect surplus zoo animals. We continue to publicize the cruelties of private ownership of wild/exotic animals as pets, and we are working to pass state legislation banning such ownership. Such bans could cause the bottom to drop out of the market by decreasing the demand for exotic animals. We encourage all zoo visitors to use their strongest tool—public pressure—to scrutinize zoo policy on "deacquisition" of animals and to share their findings with their local humane community and with The HSUS.

The HSUS will continue to demand responsible management of zoo collections and the humane treatment of all zoo animals, as well as put unwavering pressure on the zoo community to end the abuses of surplus animals.

COLOMBIA PASSES LANDMARK STATUTE

As drug and political wars raged on all sides, Colombian officials passed and signed into law last February what may be the most comprehensive animal-protection law in the world.

The National Statute for the

Protection of Animals stresses humane, economic, and social values, recognizes the intrinsic value of all animals, and seeks to protect them from pain, suffering, injury, and disease "caused directly or indirectly by man."

The law establishes an

agency to enforce its provisions as well as to coordinate all animal-protection efforts, public and private. It includes fines, mandatory jail terms, and loss of licenses and business suspensions for up to six months, in extreme cases.

The statute also calls for the

establishment of a pilot humane animal-protection program for schools and prohibits most animal contests.

The statute is the result of five years' collaboration among the country's leading lawyers, biologists, legislators, and animal-protection experts from



"Animals...It's Their World Too—Be a P.A.L.—Support The Humane Society of the United States" will flash from the sides of three Goodyear blimps this summer.

"BE A P.A.L." ON THE BLIMP!

Be a P.A.L.—" flashes from 3,780 lamps on the side of the Goodyear Blimp. "Support The Humane Society of the United States," followed by the "Be a P.A.L." cat and dog logo, scrolls by on the light boards mounted on each side of the giant airship, each board measuring 105 feet × 24.5 feet and visible up to a mile away in the night sky.

"The message will run on both sides of three sister blimps during their spring/summer tour of the continental United States and Can-

ada," reports Deborah L. Reed, HSUS manager of special projects. Ms. Reed first contacted the Goodyear Tire & Rubber Co. and arranged for The HSUS's message to run on the dirigibles' message boards, free of charge.

The *Enterprise*, based in Pompano Beach, Florida, the *America*, out of Houston, Texas, and the *Columbia*, based in Los Angeles, will each carry the HSUS message on their summer tours beginning in May. They are scheduled to flash their message boards (which carry many announcements, 75 percent of them public-service announcements) over sporting

events like the Kentucky Derby in Louisville, the Preakness Stakes in Baltimore, and the Indy 500 car race in Indianapolis. The blimps can be found hovering over the Super Bowl and the World Series and flying over New York City, Lancaster, Pennsylvania, and Boston, Massachusetts. (Flight schedules are constantly changing, so keep your eyes open for these airships!)

Millions of people see the Goodyear blimps around the country and in Canada, and millions of people will read The HSUS's very special message, "Animals...It's Their World Too!" Look for it this summer!

the World Society for the Protection of Animals (WSPA). The HSUS helps underwrite the activities of the Colombia office of WSPA, which is overseen by Alvaro Posada-Salazar.

BOTTOM DROPS OUT OF FUR MARKET

We are winning the battle against fur! According to a *Parents* magazine poll, 85 percent of the people surveyed disapprove of killing animals for fur. Lands' End, the popular mail-order catalog, recently adopted a policy not to sell fur or leather products that are not by-products of the food industry. One of the world's most famous department stores, Harrods of London, closed its fur salon, a spokesman saying, "It's just not the done thing to wear a fur coat in public anymore. Harrods has to move with the times."

The fur industry is doing everything it can to stimulate sales, but the public just isn't buying. As sales drop, there is less demand for pelts. Mink breeders report that the entire North American mink crop is 40 percent below last year's, and *American Trapper* magazine stated that the wild-fur crop this past season was off by as much as 90 percent. Fur-apparel imports were down 18.6 percent in 1989, marking the second consecutive year in which the value of imports dropped.

The HSUS will continue its "Shame of Fur" campaign this fall. Antifur sentiment has become a mainstream movement through consumer education, and it cannot be quieted by the futile attempts of the fur industry to label it as "radical" or "fringe."

There is no way to buy and



This wild arctic fox is in less demand as antifur sentiment becomes a mainstream attitude in the United States. The wild-fur crop this past season dropped by nearly 90 percent.

wear a fur without endorsing the cruelty of fur fashion. The alternatives to fur are abundant and cheap when one considers the priceless value of animal life.

MOPPING UP AFTER SPILLS

In February, the *American Trader* spilled 9,000 barrels of crude oil off the coast of Huntington Beach, California. The spill imperiled several rare species of birds, including the light-footed clapper rail, the California least tern, and the brown pelican.

Within hours of the spill, The HSUS rushed a check to the International Bird Rescue Research Center (IBRRC) to help with out-of-pocket expenses in setting up a bird-rescue facility. During the weeks that followed, 565 oiled birds were received at the facility. Of these, 59 percent were eventually released back into the wild or transferred to facilities for convalescence or long-term care.

The success rate is among

the highest in a spill of this magnitude, according to Guy Hodge, HSUS director of data and information services. Mr. Hodge personally visited the rescue center and credits the success of the operation to state-of-the-art veterinary equipment, a staff experienced in wildlife rehabilitation, and trained volunteers.



IBRRC Director Jay Holcomb washes a brown pelican caught in the Huntington Beach oil spill last February. The HSUS will tour IBRRC facilities during our October annual conference.

Only oil spills such as the *American Trader's* attract the attention of the news media, but the accidental discharge of oil remains an everyday occurrence. There are about 7,500 official spills each year in the United States. Around the globe, more than 40 million gallons of oil have been spilled in the year since the *Exxon Valdez* tanker ran aground in Alaska.

The HSUS is turning its technical expertise to the Chesapeake Bay, the nation's largest estuary, which is particularly vulnerable to damage from oil spills. The HSUS is helping the Anne Arundel SPCA equip a building in Annapolis, Maryland, for use in the event of a major spill on the bay. Mr. Hodge, who has worked at more than two dozen spills, is conducting classes on oiled-bird rehabilitation for wildlife workers, animal-shelter personnel, and volunteers.

The HSUS will hold a session on oil spills at our 1990 Annual Conference (see conference details, page 11). ■